

AMENDMENTS TO THE ABSTRACT

Please amend the abstract, to read as follows. An attached appendix shows a marked-up versions of the amendment to the abstract:

A method and system of arranging advertisements on a network for a potential media owner or affiliate to sell ad space on a network media to an advertiser. The advertiser's conditions and the affiliate's acceptance are made on the network through an agent's server. The server provides an invitation page for entry of the advertiser's conditions. The conditions are disclosed to the affiliate on the network. When the affiliate accepts the conditions on the network, the agent's server responds to make an advertisement contract, and allocates an advertiser's web site to the ad space of the network media. The number of the responses made to the advertisement is counted at the agent's server, which delivers statistical data of the counted responses on the network to the advertiser and the affiliate for determination of the payment and for evaluation of the effectiveness of the advertisement.